As a parent of younger children, I appreciate that I can turn to K-LOVE at any time and not worry about the content of the information. I still get my news and updates, but offensive language and questionable banter between songs is never a concern. K-LOVE also provides to the community a place to get uplifting or encouraging message, especially for those searching for answers. My children go to school and come home humming songs that don't put down others or offend. There are not enough choices of listener friendly stations, and we cannot afford to lose this one!